

PROJECT NARRATIVE

Project # 02026

100th Street & Frank Lloyd Wright Proposed Commercial Development

The existing 7.79 acre site at the northwest corner of 100th Street and Frank Lloyd Wright Boulevard is currently zoned S – R. The proposed rezoning to PNC would allow for the development of a small retail/commercial-service center, which would contain uses that would be an amenity to the adjacent neighborhood and surrounding area.

The proposed Site Plan anticipates approximately 66,037 square feet of building area. One (1) driveway is proposed on Frank Lloyd Wright Boulevard, and three (3) drives are proposed on 100th Street. Retail 'B' is a proposed Eckherd's Drug Store, Retail 'A' is a proposed Veterinary Clinic, Retail 'C' and 'E' are proposed Shops buildings, and Retail 'D' is an undefined Mini-Major.

The development is inward focused – whereby all of the building entrances are oriented to face into the site. Due to the odd parcel shape, the parking field is at the center as well. Through the use of decorative paving, extensive landscaping and a focus on pedestrian links, the overall development maintains a Courtyard feel. The PNC Zoning calls for 1% of the net site area shall be defined as 'Courtyard' space (in this case 3,400 sf is required). In this design, a series of open area nodes along the pedestrian path links with a large open area in front of the Retail C building meet the area requirement. The 'Plaza Area' as it is labeled, is approximately 2,400 sf., and each of the four 'Nodes' is approximately 250 sf. each. Decorative vertical elements at each node combine to create gateways for incoming automobile traffic, and focal points for pedestrian interaction. The 30' wide entrance drives pinch down to 24' at these gateways to slow traffic down prior to entering the parking area.

The developer is proposing a 40-foot building setback from the west property line to Retail 'A,' and a 60-foot building setback from the west property line to Retail 'D.' Additionally, Retail 'A' is proposed to have a maximum height of 21-feet (as measured from finished-floor at the 40'), and Retail 'D' is proposed to have a maximum height of 24-feet (22-feet as measured from the from the adjacent residential pad for lot 12). Additional height for canopy/façade embellishments is being proposed for all buildings at a ratio of one (1) additional foot in height for every three (3) feet in additional setback over forty (40) feet from the west property line. Such embellishments could not exceed 36-feet in height.

A twenty (20) foot landscape buffer is proposed along the west property line, and all trees west of Retail 'A' and 'D' will be a minimum of 24" box in size.

The developer has met with all the surrounding HOA's regarding the proposed development and has received unanimous support for the project. Hancock Homes, the developer of the parcel immediately west of the project, has also endorsed the project.

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the Scottsdale Horizons character area. The character of the proposed development is proposed to be consistent with the character of the residential communities adjacent to the project in the Scottsdale Horizons area. With the Frank Lloyd Wright scenic corridor on the southern perimeter of the project area, the application of the Frank Lloyd Wright Boulevard Design Guidelines will support the unique character of the Scottsdale Horizons area.

It is not expected that the Commercial designation of this 7.79 acre parcel will materially increase the impact on infrastructure development as compared to the current General Plan designation for Office uses. The city's impacts of Land Use Development modeling for Zone C-1 suggests that the commercial project will use less water and will generate less waste water and solid waste than an office project on the same parcel.

GENERAL PLAN AMENDMENT PROJECT JUSTIFICATION NARRATIVE

Date: September 9, 2003
Case #: 696-PA-2002
Project Name: Centennial Marketplace
Location: Northwest corner of 100th Street and Frank Lloyd Wright Boulevard

Proposed Land Use: "Commercial"
Existing Land Use Category: "Office"
Total Units/Density: Building Area 66,037 s.f. (19.5% Coverage)
Adjacent Street Classification: Frank Lloyd Wright Blvd. – "Major Arterial"
(shown as "part of Citywide System")
100th Street – "Collector"
(shown as "part of Neighborhood System")

Byxbee Development proposes to develop a 66,037 sq.ft. commercial/retail project at the northwest corner of 100th Street and Frank Lloyd Wright Boulevard on 7.79 acres. This is an infill project, on flat terrain, that has been designed to be compatible with and sensitive to the concerns of adjacent single-family residential communities built at suburban residential densities in accordance with the General Plan land use designations in the area.

The requested amendment to the Scottsdale General Plan is as follows:

Land Use Element – Conceptual Land Use Map: from "Office" to "Commercial"

The "Office" land use category was originally assigned to the subject property and land immediately west because they were severed from the adjacent neighborhoods by Frank Lloyd Wright Boulevard and the proposed alignment of Thunderbird Road. With the deletion of the street segment when Hancock Homes achieved a General Plan amendment and rezoning to accommodate residential development at 2-4 du/ac as part of the Madrid project, only the subject property was left with the "Office" designation.

The proposal achieves the intent of the CityShape 2020 Guiding Principles. The proposal addresses the preservation of meaningful open space in providing a substantial open space setback along Frank Lloyd Wright Boulevard, a scenic corridor. The project addresses neighborhood enhancement edges by considering the needs and concerns of residents in adjacent residential communities relative to perimeter landscaping and screening and building heights.

The proposal addresses sustainability in planning an infill project, compatible with surrounding uses, that promotes the orderly building and use of infrastructure systems. The project advances transportation by providing employment opportunities and the provision of retail uses and services that are accessible from numerous neighborhoods in

GENERAL PLAN AMENDMENT

Case # 696-PA-2002

Northwest Corner of 100th Street & Frank Lloyd Wright Boulevard

4. **GENERAL PLAN AMENDMENT PROJECT JUSTIFICATION NARRATIVE & 8. NARRATIVE REGARDING GENERAL PLAN GUIDING PRINCIPLES** (see *Attachment A*)
5. **GENERAL PLAN CITIZEN NOTIFICATION & PUBLIC INVOLVEMENT PROGRAM** (see *Attachment B* – Citizen Review Report dated 9-09-03)
9. **ANALYSIS** (Source: The Impacts of Land Use Development in Planning Zone C1 – Scottsdale, Arizona)
 - 7.79 acres are proposed to be changed from an “Office” General Plan land use designation (assuming minor office use) to a “Commercial” General Plan land use designation
 - the estimated increase or decrease in population this proposed General Plan amendment will create is 0
 - The estimated increase or decrease in elementary, middle, and high school age children this proposed General Plan amendment will create is 0
 - The estimated decrease this proposed General Plan change will have on water use per year will be 16.4 acre feet
 - The estimated decrease this proposed General Plan change will have on wastewater generation per year will be 2.3 acre feet
 - The estimated decrease this proposed General Plan change will have on solid waste generation per year will be 50.6 tons
 - The estimated increase this General Plan change will have on vehicle trips per day is 1,015.8
 - The estimated decrease in the number of employees this proposed General Plan change will result in is 102.8

10. PROVIDE DISCUSSION AND ANALYSIS OF ANY CHANGES TO THE APPROVED PLANS, GOALS, AND/OR POLICIES CONTAINED IN EACH GENERAL PLAN ELEMENT THAT THE PROPOSED AMENDMENT WOULD MAKE (LIST EACH ELEMENT AND DISCUSS THE APPLICABLE PLANS AND POLICIES WITHIN EACH ELEMENT AS IT RELATES TO THE PROPOSED GENERAL PLAN AMENDMENT)

LAND USE ELEMENT

- *GENERAL PLAN LANGUAGE: The existing General Plan designation is "Office". Minor offices are expected to have a residential scale and character, often in a campus setting. Minor office uses generate low to moderate traffic volumes, and could be located along collector as well as arterial streets. They are expected to be generally one-story structures with at-grade parking. The applicable zoning category will establish the height and setback requirements and limitations. Strict development standards and landscape requirements will protect adjacent residential uses.*

- **RESPONSE:** The proposed land use designation for the subject property is proposed to be "Commercial". However, many of the land use performance standards applicable to low intensity office uses will be applied to the proposed neighborhood commercial project. Generous landscape buffers will protect adjacent residential neighborhoods.

- *GENERAL PLAN LANGUAGE: The proposed General Plan "Commercial" designation includes the concept of providing goods and services frequently needed by the surrounding residential population. Neighborhood retail should be located at frequent intervals in relationship to the density of nearby residential areas to reduce travel time and distance. The size and scale of neighborhood commercial centers should be compatible with surrounding residential uses and care must be taken to avoid undesirable impacts on surrounding areas. Neighborhood commercial uses are best located on collector and arterial streets.*

- **RESPONSE:** The proposed planned neighborhood center is expected to contain uses and services that are frequently required by the residential neighbors in the immediate area. Examples of proposed uses are a drug/convenience store, coffee/breakfast-type restaurant, veterinary office, service-oriented retail shops, small restaurants, and a fitness club . The

Retail Supply/Demand analysis for the subject property prepared by Elliott D. Pollack & Company dated April 15, 2003 concluded that there is an under-supply of developed local serving retail uses within the trade area surrounding the subject property. This under-supply total approximately 221,000 sq. ft., based on typical ratios of retail space per capita found throughout the metropolitan Phoenix area. This project will provide 66,037 sq. ft. to serve the area and reduce vehicle miles traveled for services.

COMMUNITY MOBILITY ELEMENT

This request does not impact the Community Mobility Element of the General Plan.

CHARACTER AND DESIGN ELEMENT

- *GENERAL PLAN LANGUAGE: This property is located in the Character Area #7 – Scottsdale Horizons Character Area. Business facilities in the area have most often used a southwest contemporary design style. The Frank Lloyd Wright Boulevard treatment and buffer is strongest in this area and is enhanced with more intense and lush landscaping in the horizons Planned Community (Source: Character Area Planning – Area Summary).*
- **RESPONSE:** The proposed architectural and landscape themes for the proposed planned neighborhood center are intended to evoke a village-like character through its use of colors, building materials, forms, and lush landscape palette.

The buildings will utilize an eclectic mix of brick, stone, stucco, flat concrete roof tiles and exposed heavy-timber framing. The color palette will consist of muted shades of the surrounding desert. Covered walkways/arcades will be provided along the storefronts to provide shade for pedestrians circulating within the marketplace.

The landscaping will consist of tree species that will offer ideal shading in the parking and pedestrian areas, and low water usage plant materials that will offer color throughout the year. The streetscape along Frank Lloyd Wright will be designed to match the established character for the corridor, and the streetscape along 100th street will be designed to reflect a character very similar to the east side of the street adjacent to the existing residential development.

- *GENERAPL PLAN LANGUAGE: Character Types Map contained in the Character and Design Element is "Urban". The element describes "Urban" areas as areas to concentrate on those elements that will provide pedestrian comfort, such as arcade covered walkways, shade, decorative paving, and landscaping to create a comfortable setting for such a use-intensive area.*
- **RESPONSE:** In P.N.C.-zoned development, pedestrian flow and sensitivity is a key focus. This project has provided linkages between each building and to both adjacent streets. Plaza areas will be provided consisting of decorative pavers, outdoor dining areas, raised planters and seat walls, and shade trees to provide an ambience that will encourage local gathering.

NEIGHBORHOODS ELEMENT

- *GENERAL PLAN LANGUAGE: Guide infill development to ensure that such development efforts are context-appropriate to the surrounding neighborhoods*
- **RESPONSE:** As an infill development, the proposed neighborhood center will be context appropriate to the surrounding neighborhoods in proposed land uses that serve the neighborhoods and in the project layout.

PRESERVATION AND ENVIRONMENTAL PLANNING ELEMENT

- *GENERAL PLAN LANGUAGE: Promote...the use of non-auto related travel... to reduce traffic congestion, energy consumption and air pollution*
- **RESPONSE:** This project will promote the use on non-auto related travel due to the proximity of its proposed retail uses and services to an established residential population base, thus reducing vehicle miles traveled.

OPEN SPACE AND RECREATION ELEMENT

This request does not impact the Open Space and Recreation Element of the General Plan.

COMMUNITY INVOLVEMENT ELEMENT

- *GENERAL PLAN LANGUAGE: Institute and use public involvement plans to identify interested parties, their concerns and interests, and opportunities for providing information and involvement*
- **RESPONSE:** The Neighborhood Involvement Program, through written communication, personal contact, and open houses has provided opportunities for meaningful public input and dialogue. A 4th neighborhood open house meeting is scheduled for September 16, 2003 in response to a request for an additional evening open house opportunity.

GROWTH AREAS ELEMENT

This request is not located within a designated Growth or Activity Area.

PUBLIC SERVICES AND FACILITIES ELEMENT

This request does not impact the Public Services and Facilities Element of the General Plan.

COST OF DEVELOPMENT ELEMENT

This request does not impact the Cost of Development Element of the General Plan.

11. DISCUSSION OF HOW THE PROPOSED AMENDMENT CONTRIBUTES TO ACHIEVING THE CITY'S GOALS REGARDING SCENIC CORRIDORS, VISTA CORRIDORS, CHARACTER AREA PLANS, NEIGHBORHOOD PLANS, HOUSING DIVERSITY, ECONOMIC DIVERSITY, AND TRANSPORTATION ACCESSIBILITY AND MODES OTHER THAN AUTOMOBILE TRAFFIC

The subject property is within future character area #7. This character area is located south and west of the CAP canal, generally north of Cactus Road, and east of the Pima Freeway.

Although the Scottsdale Horizons Character Area Plan is yet to be developed, a brief area summary describes this area as one that includes housing for a wide range of lifestyles, ranging from family to single life, retirement, and winter visitors. The Frank Lloyd Wright Boulevard treatment and buffer is said to be strongest in this character area.

The Centennial Marketplace project has been planned to evoke a village-like character through its use of colors, building materials, forms, and lush desert landscape palette to serve the residents of the Horizons area. The Frank Lloyd Wright streetscape will be designed to match the established character for this corridor.

12. DESCRIBE THE KEY ISSUES THAT HAVE BEEN IDENTIFIED BY THE SURROUNDING NEIGHBORHOODS THROUGH THE PUBLIC INVOLVEMENT PROGRAM

The public involvement program to initiate this General Plan amendment process has been focused on personal contact with adjacent property owners and residents. Choice Zoning Group, L.L.C. (representing Byxbee Development) communicated with individual property owners and residents as well as representatives of three adjacent and nearby homeowners associations. These associations include: Scottsdale Stonebrook I Homeowners Association, Aviara Homeowners Association, Costa Verde Homeowners Association, and Camelot Ranch Homeowners Association. Letters of support and comment are included as part of the Neighborhood Involvement Report.

In addition, 3 neighborhood open house meetings have been held, with a fourth meeting scheduled for September 16, 2003, based on a request for one more opportunity to meet during the evening hours.

Comments and concerns raised at the neighborhood meetings to date are summarized as follows:

- Traffic concerns, particularly the ability to make a u-turn at 110th and Frank Lloyd Wright and the speed of traffic on 100th Street
- Residents wondered if the area could absorb additional retail
- Residents wondered about the impact of the project on property values
- Residents wondered if pedestrian cross walks could be installed on 100th Street to facilitate movement from neighborhoods to the marketplace
- Residents asked about pedestrian access to the marketplace from the Hancock Madrid project to the west
- Some residents wondered about cut-through traffic through their neighborhoods to get to the marketplace
- Residents asked about the proposed height of buildings.

These issues are also addressed in the Citizen Review Report documenting the neighborhood open house meetings and other interested party contacts resulting from site posting and written notification.

1.0 Summary of Findings and Conclusions

Elliott D. Pollack and Company has been retained to conduct a retail supply/demand analysis for a proposed 7.8-acre shopping center known as Centennial Marketplace located at the northwest corner of Frank Lloyd Wright Boulevard and 100th Street in Scottsdale, Arizona. This study will evaluate the viability of and demand for the proposed local serving (neighborhood and specialty) retail use of the site, taking into account the existing and build-out population of the trade area, household incomes and competing commercial sites.

Based on the research outlined in this report, it is concluded that there is an under supply of developed local serving retail uses within the trade area surrounding the Centennial Marketplace site. This undersupply totals approximately 221,000 square feet based on typical ratios of retail space per capita found throughout the metro Phoenix area

The demand for commercial uses is based on the build-out population of the trade area, household incomes in the area and retailing trends in the Valley. Given the current land use patterns in the trade area, the build-out population is estimated at nearly 36,000 persons. At this population threshold, local serving retail demand is estimated at nearly 699,000 square feet. Currently, only 478,000 square feet are developed within the trade area, leaving an unsatisfied demand of 221,000 square feet.

The only undeveloped, zoned retail site of any consequence within the trade area is a 10.9-acre parcel at southeast corner of Frank Lloyd Wright Boulevard and 100th Street. In the zoning case for the property, it is stipulated to a maximum of 100,000 square feet of building area. Compared to the total additional retail demand that can be justified in the trade area, another 11 to 14 acres can still be supported in addition to the site at the southeast corner of the intersection.

Table A Local Serving Retail Supply/Demand Summary Frank Lloyd Wright & 100th Street Trade Area		
<i>Gross retail demand</i>	SF	
Total local serving retail demand	698,870	
Existing local serving retail square footage	(477,851)	
Under (over) supply of retail space	221,019	
<i>Residual demand at various coverage ratios</i>	0.20 Coverage	0.25 Coverage
Under (over) supply of retail space	221,019	221,019
Undeveloped SEC Frank Lloyd Wright & 100th Street	(100,000)	(100,000)
Unsatisfied retail demand	121,019	121,019
Unsatisfied retail land demand	13.9	11.1
Sources: U.S. Census, ASU Real Estate Center, Elliott D. Pollack & Co.		

One of the best tests of the demand for retail uses is the vacancy rate within a trade area. Today, vacancies in the neighborhood and specialty retail categories in the Centennial Marketplace trade area stand at approximately 5.0%, less than one-half of the metro average. The newest retail center, AJ's Mercado, has experienced rapid lease-up and, in fact, leasing agents have had to turn away prospective tenants looking for space in the area. The retail market in this part of Scottsdale is robust, in part due to the lack of supply.

The above demand estimates are considered conservative. Retail development is dependent upon population densities and household incomes. The greater the income of residents, the more retail development can be supported. The estimated 2003 median income of households in the trade area surrounding the Centennial Marketplace site is nearly \$66,000, about 29% higher than the Maricopa County median income of \$51,000. According to the U. S. Consumer Expenditure Report, a household with a \$66,000 income spends, on average, 16% more on retail goods and services than a household with a \$51,000 income. The trade area surrounding Centennial Marketplace is able to support an above average amount of retail space.

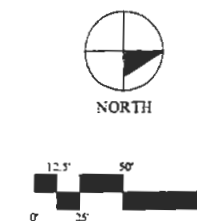
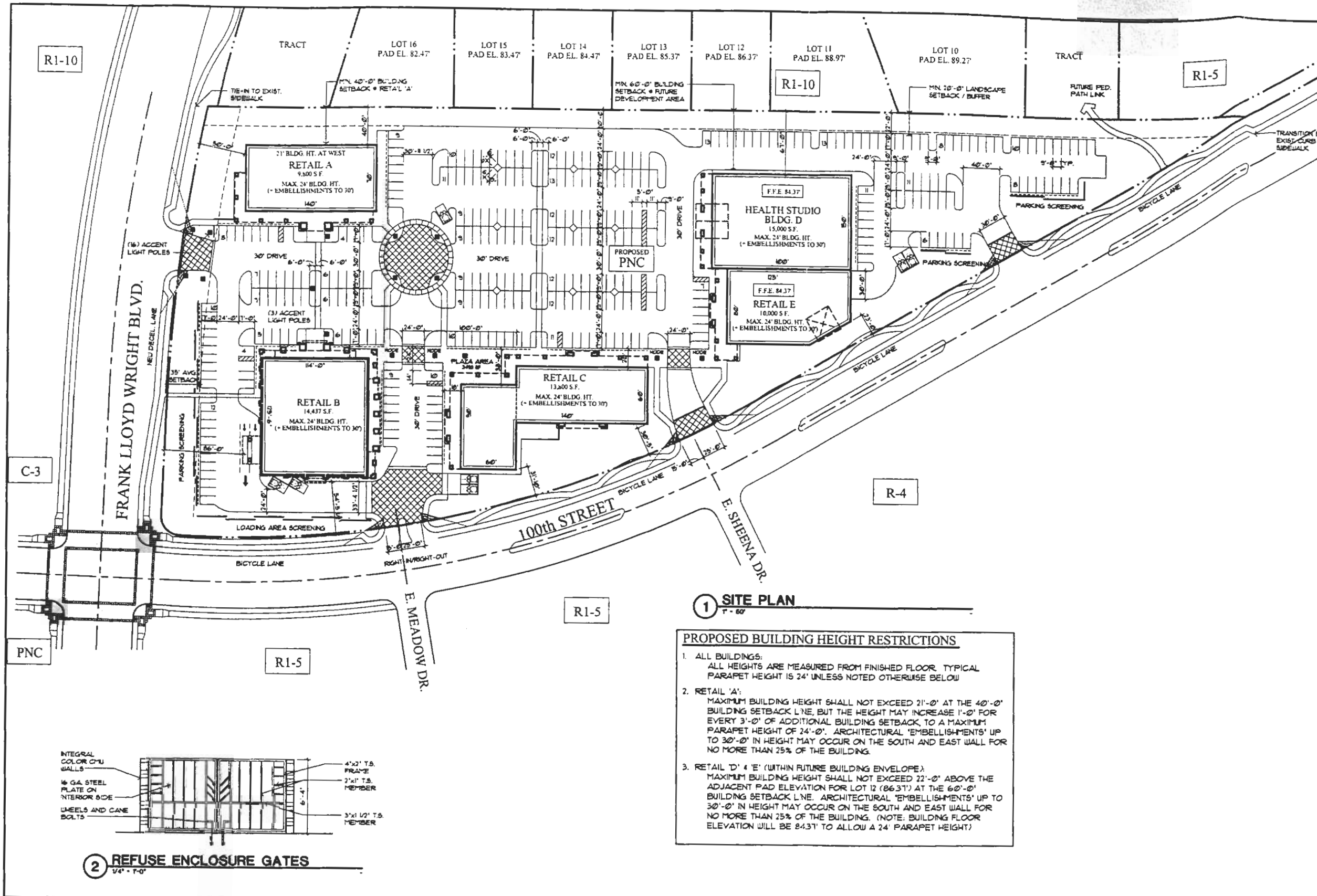
The proposed Centennial Marketplace retail center will bring much needed services to residents of the trade area surrounding Frank Lloyd Wright Boulevard and 100th Street. It is concluded that there is an undersupply of planned, zoned and developed neighborhood retail sites within the trade area based on the expected build-out population. These findings support the rezoning of the 7.8-acre site at the northwest corner of Frank Lloyd Wright Boulevard and 100th Street to retail uses.

Existing Retail Centers in the Centennial Marketplace Trade Area

The map shows the Centennial Marketplace Trade Area, bounded by a dashed line. Key features include:

- Subject Property:** Indicated by a star symbol near the intersection of E Raintree Dr and N 100th St.
- Retail Centers:** Represented by building icons. Labeled centers include Scottsdale Town Center, AJ's Mercaddo, Scottsdale Horizon Center, Circle K, Ancala Village, Adobe Village, Commercial Center, Sierra Crossing, Palo Verde Square, and Osco.
- Streets:** Major streets shown include E Raintree Dr, Thunderbird Rd, E Cactus Rd, E Cholla St, E Shea Blvd, N 100th St, N 118th St, N 124th St, N 136th St, Frank Lloyd Wright Blvd, and W Linda Ave.

Retail Center	Sq-footage
Scottsdale Town Center	293,398
Scottsdale Horizon Center	123,642
AJ's Mercaddo	73,742
Circle K	19,168
Ancala Village	98,000
Adobe Village	61,000
Commercial Center	16,158
Sierra Crossing	31,140
Palo Verde Square	40,000
Osco	15,000



SITE DATA

TOTAL SITE AREA	: 339,397 N.S.F. (7.79 Ac.)
TOTAL BUILDING AREA	: 63,037 S.F.
% COVERAGE	: 18.6 %
PARKING PROVIDED	: 341 SPACES
PARKING RATIO	: 5.2 / 1000

PARKING CALCULATION

RETAIL BUILDING AREA	: 30,037 S.F.
HEALTH BUILDING AREA	: 15,000 S.F.
RESTAURANT BLDG. AREA	: 18,000 S.F. (MAX.)
PUBLIC AREA	: 11,700 S.F. (@ 65%)
(DOES NOT INCLUDE PATIO AREAS)	
RETAIL PARKING	: 30,037 / 250 = 120 SP.
HEALTH PARKING	: 15,000 / 200 = 75 SP.
RESTAURANT PARKING	: 11,700 / 80 = 146 SP.
REQUIRED PARKING	: 341 SPACES

VICINITY MAP

61-ZN-1982#2

24-UP-2003

DATE: 10/28/03 JOB: 02026
3RD-SUBMIT

BYXBEE
DEVELOPMENT PARTNERS

CENTENNIAL MARKETPLACE

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